Maryland
PTAP
Procurement Technical Assistance Program
A program of the Maryland SBDC Network

MARYLAND
Department of Business & Economic Development

UNIVERSITY OF MARYLAND

Presented by: Mary Lee Kolich

Our Purpose

- Mission is to help business firms effectively market their products & services to federal, state, and local government agencies. The PTAP is DoD's official outreach to small business entities.

The MD PTAP Offers Specialized Workshops & Training Classes

- Learn How to Respond to an RFP/RFQ
- General Services Administration (GSA Schedules)
- Successful Contracting with the Federal Government
- Introduction to Federal Contracting & Simplified Acquisitions
- Radio Frequency Identification (RFID)
- Federal Government Contracting for IT Co
- Winning Cost Proposals
- SBIR and STTR Proposal Preparation
- Wide Area Work Flow (WAWF)
- Small Business Certifications
- CCR Registration & Dynamic Small Busine
  Engine

We Assist Small Businesses

- To make sure their companies are in Compliance with the 7 FAR Responsibility Standards

1. Adequate Financial Resources
2. Compliance With the Performance/Delivery Schedule
3. Satisfactory Performance Record
4. Satisfactory Record of Integrity and Business Ethics
5. Necessary Organization, Experience, and Accounting and Operational Controls
6. Necessary Equipment and Facilities
7. Otherwise Qualified and Eligible

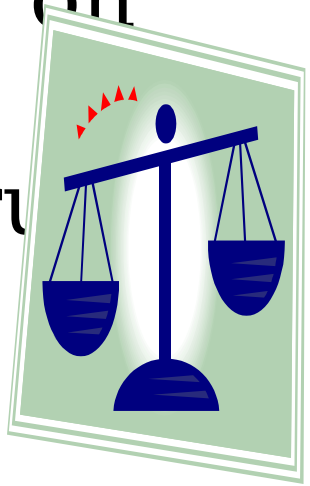
Small Businesses are provided with

Tips For Selling to local Government Agencies or Primes

- Relationship-building – get to know your customer
  - Target one agency
  - What is their mission?
  - What do they need?
  - Why pick you over competitors?
  - Target one agency
    - Make a sale
      - » Nurture your new small project into a large and returning project for the services your company provides

We Preach That Government Buyers and Prime Contractors

- Hate poor product quality & service performance
- Want to do business with vendors that create no hassles (even if at a higher price)and are always on time and within budget
- Want to be dealt with in a tru straightforward manner



The MD PTAP Assists With

- Identification of potential customers by
  - Targeting – those agencies in your geographic area
  - Gathering information from prime contractors and matching them with a qualified small business

Our clients learn about

- Acquisition Plans
- Funding Chains
- Sources Sought
- Bid Notices
- Government Websites
- What the federal & state governments purchase
- Strategic Marketing

The MD PTAP Assists Clients in Creating a Strategic Workplan

- Which agency programs require your product/service
  - Use the Federal Procurement Data base
    - www.fpds.gov
    - www.fedbizopps.gov
    - www.fedspending.gov

- Who are the decision makers
  - How are they reached?
- Who are the competitors?
- How to register to obtain future bid information
- Best value considerations – what are the customer hot buttons and insights into problems and potential solutions

The MD PTAP Assists Companies to

- Understand that contracts already awarded provide possible new business opportunities for your organization…
- Why? Contracts tend to “repeat” themselves
  - i.e. service and product contracts tend to repeat themselves in predictable fashions
  - Key into end dates of existing contracts that match up with your capabilities

LAST BUT NOT LEAST

- Our clients are counseled on how to
  - Be persistent and patient
  - Develop a pipeline of sales calls and keep calling
  - Don’t use e-mail as a substitute for personal contact
  - Always have a reason to come back another time
  - Don’t be adversarial or a “know-it-all”
    - REMEMBER, GOVERNMENT EMPLOYEES and PRIME CONTRACTORS ARE PEOPLE JUST LIKE YOU

Here are the Don’ts

- Don’t rely on “outsiders” to do the direct selling for you
- Don’t rely solely on marketing; always follow a marketing piece with a sales call
- Don’t rely on small, disadvantaged or woman-owned business status as these certifications are sales tools not guarantees
- Don’t rely on having a GSA Schedule as you still need to sell
- Don’t ASSUME a member of Congress will open doors for you - it is important to have a solution to a problem once you are let inside

Remember…The MD PTAP Provides

INDIVIDUALIZED COUNSELING

- Government marketing strategies
- Government certifications & registrations
- Government policies & regulations
- GSA Schedule application
- Bid & proposal assistance
- Pre and post award audits
- Business Assessments and much much more…

How to become a client....

- Have a primary place of business in Maryland
- Be a viable government contractor/supplier
- Be willing to provide data about your company its operations (held confidential)
- Be willing to actively pursue bid opportunities
- Be willing to submit Semi-Annual Client Award Reports
- Be willing to submit an annual evaluation survey on the PTAP Services you have received
- Go to our website:
  - www.mdptap.umd.edu – click on Contact Us and fill out the online request for counseling.

Meet the MD PTAP Staff

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